GIVING KIDS WITH CANCER TODAY — hope for tomorrow.

It’s a new year, we have a new look to our newsletter, new events and new supporters — but one thing remains the same, our dedication to children with cancer. Alex would have turned 16-years-old this year. Although it’s a solemn reminder that the years without her will soon outnumber the years that she was alive, it also makes us more resolute in our goal to find a cure.

Alex will always be the face of Alex’s Lemonade Stand Foundation, but our focus has expanded to all childhood cancer heroes - kids bravely battling the disease. In that regard, we’ve become more in tune to a variety of external factors jeopardizing treatments so desperately needed to help these children. We’ve added new research grant opportunities to ensure promising projects continue to evolve despite additional cuts in pediatric research funding from the federal government, we’ve joined the conversation to urge for better planning when it comes to impending shortages of drugs that are saving the lives of children with cancer, and we’ve expanded our presence to ensure our message continues to proliferate beyond the local level.

Your support and dedication to our cause and our daughter’s legacy makes all of this possible. For that reason, we’ve set high expectations for ourselves this year vowing to raise more funds and award more research grants than the previous eleven. We know we can do it. So, raise a glass of lemonade and toast yourself and your remarkable efforts on behalf of ALSF as we embark on another year sure to be filled with inspiration, celebration and most importantly — hope.

SINCERELY, Liz & Jay Scott (Alex’s Parents)

WE ARE....TEAM LEMON

Perspiration with a purpose! Are you looking for a way to support ALSF without hosting a lemonade stand? Team Lemon invites athletes of all calibers to raise funds for the Foundation while participating in your next race. Whether you’re a runner, cyclist, swimmer or walker, why not help fight childhood cancer, one step, pedal or stroke at a time? Team Lemon provides members with slots to several sold out races or you can pick your own race! In addition, members are eligible for a number of perks once fundraising levels are attained. We currently have spots available in the New York City Marathon, Philadelphia Triathlon, Marine Corps Marathon, Philadelphia Marathon, Ragnar Relay, Chicago Marathon and many more! For more information, visit TeamLemon.org.

NAT’L LEMONADE DAYS - ELemonate childhood cancer!

Join fellow ALSF supporters in your neighborhood, your state and your country on our annual weekend dedicated to honoring Alex’s first lemonade stand. National Lemonade Days is being held June 8-10 this year and there’s still plenty of time to register your stand and participate in this national endeavor. We have lofty goals again this year — we want to raise at least $1 million and get all 50 states involved. Want to find out if your state is represented? Visit the map on our website (LemonadeDays.org) and register your stand today!
THE CURRENT STATE OF CHILDHOOD CANCER

Katherine K. Matthay, MD (UCSF), a member of the ALSF Scientific Advisory Board, answered some questions we had to provide a perspective on childhood cancer. Below is an abbreviated version of the conversation, visit ALSFgrants.org for the full interview.

Q. What are the most common types of childhood cancer?
A. Leukemias/lymphomas followed by brain tumors, neuroblastoma, Wilms’ tumor and sarcomas.

Q. How have childhood cancer incidence/survival rates changed?
A. Survival has significantly increased – overall, 80% of children with cancer will survive in the U.S.

Q. Have researchers gained any insight into causes of childhood cancer or ways to prevent it?
A. We have learned that some types have a genetic predisposition, such as mutations in p53, or ALK, or RAS. Very few environmental causes have been identified.

Q. Have there been any recent major breakthroughs?
A. Many new targeted therapies are under investigation, but the main finding of importance to childhood cancer may be the anti-GD2 antibody for neuroblastoma; and a little longer ago, rituximab for lymphoma and imatinib for Ph1+ leukemias.

Q. Personalized medicine seems to be a promising research avenue, what other areas are you excited about?
A. We are very interested in identifying specific mutations in cancers that are “druggable”, such as the ALK mutation in neuroblastoma, or mutations of BRAF in brain tumors.

Q. How do you compensate for continued cuts on the federal level for research funding?
A. Support from the Foundation is vital. More publicity is needed!

Q. In your expert opinion – do you see us finding a cure for all childhood cancers?
A. Yes, that is my dream, that no child should die of cancer.

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Q. In your expert opinion – do you see us finding a cure for all childhood cancers?
A. Yes, that is my dream, that no child should die of cancer.

YOUR SUPPORT makes a difference

HOW FAR WE’VE COME AND WHERE WE’RE GOING...

It feels like just yesterday that we were awarding our first round of grant funding, but it’s actually been six years. Since that time, the Foundation has prospered and with your support, has been able to fund more than 200 research projects at world class institutions across the country. To demonstrate how these grants are making a difference in the lives of children – we checked in on two projects that were among the very first to receive ALSF research grants back in 2006.

“There are kids who are alive today who would not be without the treatment that we were able to offer.”
- Lia Gore, MD, Children’s Hospital Colorado

Lia Gore, MD, of the Children’s Hospital Colorado received an ALSF Program Infrastructure Award (it was actually called a Pediatric Oncology Translational Research Award in 2006) to support the Pediatric Experimental Therapeutics Program at her hospital. The grant was used to fund additional research nurses so that more children could participate in the program that conducts trials of a variety of novel cancer therapies that have shown promise. The program has flourished offering new therapies to families both local to Colorado and beyond. ALSF has continued to award Dr. Gore funding for her project, which is so important because traditional granting mechanisms don’t typically support things like nursing, research or regulatory staff. Yet, these staff members are imperative to making sure more children who are in desperate need of new treatments, have the opportunity to participate in these trials testing new therapies. Perhaps Dr. Gore conveys the impact of the grant funding the best stating, “There are kids who are alive today who would not be without the treatment that we were able to offer.”

Helping to Set International Protocols for Kids with Relapsed Medulloblastoma
- Mark Kieran, MD, Dana-Farber Cancer Institute

Mark Kieran, MD of Dana-Farber Cancer Institute was one of the first grant recipients to be awarded an ALSF Innovation Award to analyze the effects of metronomic chemotherapy in children with relapsed tumors. Metronomic chemotherapy employs lower doses of chemotherapy over a longer period of time (similar to a metronome, hence the name) as opposed to traditional chemotherapy that uses high doses of cancer fighting drugs over shorter periods of time. This kind of therapy looks to target the blood vessels, or endothelial cells, of a tumor. Metronomic therapy has the advantage that, due to the low doses used, it is well tolerated and can be given orally, avoiding the need for IVs or frequent clinic visits. Dr. Kieran tested metronomic therapy in children in most need of treatment – those who had experienced relapse and in which no other treatment was proving effective. His findings varied depending on the type of cancer. Certain cancers appeared very sensitive to the approach, such as relapsed medulloblastoma, a highly malignant type of brain cancer. Dr. Kieran has now collaborated with researchers throughout Europe and the United States to initiate a large international clinical trial of metronomic therapy in children with relapsed medulloblastoma.

NEW BRIDGE GRANTS!

Did you hear? Federal funding for childhood cancer research received more cuts…again. So what are researchers whose projects are currently underway, but did not receive continued funding, to do? The thought of exciting research projects being compromised – perhaps the ones that will lead to a cure – is unacceptable to ALSF, so thanks to support from Toys “R” Us, we launched a new type of research grant, ALSF Bridge Grants, to keep these projects on track. Applicants are eligible for ALSF Bridge Grants if they received excellent scores from the NIH, but just missed the cut off to receive funding. Our grants provide these researchers with a lifetime of sorts – funding for a year until they can re-submit to the National Institutes of Health (NIH). We recently awarded our first round of Bridge Grants to a group of dedicated (and grateful) investigators. Visit ALSFgrants.org to read about these exciting projects.
THE REASONS BEHIND THE LEMONADE STANDS - OUR CHILDHOOD CANCER HEROES

PERRI MILLER
Written by Andrew S. Miller and Fabiola Miller, Perri's Parents

Our daughter, Perri Miller, was born on August 21, 2001. She was born with Down syndrome and had several medical problems that required five surgeries at the Children's Hospital of Philadelphia (CHOP), including open heart surgery, in the months after her birth. Each surgery was a miraculous success and Perri never had any physical limitations for the rest of her life. She showed early on that she was a fighter.

Then in August 2005, when she was 5-years-old, she was diagnosed with Acute Lymphoblastic Leukemia (ALL). She was treated again at CHOP and went into remission in less than a month, thereby putting her chances of survival at 80 to 90 percent. She proceeded to have three wonderful years of life. She was a joyful child who made everyone that she met smile. One of her favorite things was pirates. We took her down to the Delaware River in Philadelphia many times to see the old warships and sailing ships moored there, which she called the “pirate ships.” In May 2009, she suffered a relapse of ALL and eventually underwent a bone marrow transplant, staying in the hospital for three months because of graft versus host disease. When she came home, she continued the difficult fight back to normal life and regaining her physical conditioning, which had lapsed after three months in a hospital bed.

After that month, she came down with pneumonia which turned into Acute Respiratory Distress Syndrome (ARDS). The night before we took her to the hospital, she finally seemed to have regained her old spirit—making an omelet with mom, pretending to have a mustache (her favorite joke) and for the first time since her transplant, playing her favorite game, Shrek the Third, on our Wii. Perri died from ARDS on February 5, 2011.

In memory of Perri, Alex, and all of the other children who are fighting or have fought childhood cancer, we support Alex's Lemonade Stand Foundation. In the summer of 2011, her school, Cynwyd Elementary, hosted a lemonade stand in her memory at its biannual carnival. We hope to make this a longstanding tradition.

ANTONIO PEBWORTH
Written by Olivia Gonzales, Antonio's Mom

Antonio was such a joy when he was born. Being the first grandchild for my parents and first nephew for my sister and brother, he was spoiled and never lacked attention. He was such a good baby and slept through the night basically from the beginning.

When he was around 2 ½-years-old he stopped eating as much and was having a lot of cold symptoms. I took him to the doctor's and they thought he had allergies. That was on a Friday and on the following Monday I got a call from my sister while I was working saying Antonio’s stomach looked lopsided. So, I took him down to the ER right away and they did some scans and told us at first it was just a cyst. They sent us to the Children’s Hospital in Seattle by ambulance for more testing. Once we were at Children’s, they told us it was a tumor and cyst. We had to wait until the morning to do more tests and it was a long night! The next few days were full of tests and then a biopsy. By Friday morning after all the tests and biopsies were done, we were told Antonio had high risk neuroblastoma. He was given a 25 percent chance of making it through his treatment. He had the large tumor on his right side wrapped around his kidney, a few small tumors in his chest and the cancer had spread throughout his bone marrow. We were devastated. Antonio went through eight rounds of intense chemotherapy, two surgeries, a stem cell transplant and 12 rounds of radiation and six months of oral treatment at home.

He has been in remission for a little over six years now. Antonio amazed us all with his strength and courage during his treatment. He was a true fighter and battled one of the toughest childhood cancers. Antonio is an inspiration to us all! Today, Antonio is so full of energy and life! He likes playing baseball, basketball, football and loves to dance. He loves being adventurous and playing outdoors. He loves playing with his cousins and his baby brother. Even though Antonio has gone through so much, he is still the sweetest, loving, caring little boy that everyone loves!

My name is Cameron Mathes, and I am a seventh grader at Paxon Hollow. When I was 3-years-old, I was diagnosed with leukemia, which is a type of cancer. I don’t remember a lot from when I was sick, but I do remember that I couldn’t go to school, I had to get a lot of needles and I lost all of my hair. I spent many days and nights in the hospital, but they tried to make it a happy place for sick kids. I liked watching the ball machine in the lobby, I watched the Amtrak trains go by on the tracks, I enjoyed playing in the game room, the food was good and I ate a lot of McDonald’s.

My parents have told me that when I was sick, it was a scary time for them. I had to have numerous medical procedures, I had pneumonia, my liver reacted badly to one of the medicines and I had mouth sores so bad that I couldn’t eat. I stopped receiving chemotherapy treatments when I was almost 6-years-old. After five years, the effects of the medicine I received had all worn off, and now I only have to go for check-ups once a year.

I didn’t know it at the time, but Alex, the girl who started Alex's Lemonade Stand, was a patient at the hospital when I was. We received medicine next to each other in the day hospital, and we spent several nights in the hospital at the same time. I am proud to be a cancer survivor. I am happy to be alive, but I am sad for the kids, like Alex, who didn’t survive.

I think it’s great that Paxon Hollow and Haverford Middle Schools raise so much money for Alex’s Lemonade Stand each year through The Potter Cup. There are many cancer patients who will be happy to know that so many kids are raising money so that a cure for cancer can be found. - Cameron Mathes
RANDOM ACTS OF GRATITUDE

“SHOUT OUTS”
to some of our dedicated supporters.

The kindergarten class at The Goddard School in Jefferson, NJ who raised $366 simply by collecting change in cups. Thanks for “filling a cup” for ALSF!

8-year-old P.J. Bartos in Peoria, AZ raised more than $7,000 at his annual President’s Day lemonade stand. P.J. aims to raise $50K before he graduates high school – go P.J.!

Monk’s Cafe in Philadelphia raised more than $15,000 at their annual beer tasting. Glug, glug for a cure!

Lauren Ali, Sana Anil, Maisy Blair, Charlotte Lawson and Kiara-Mai Merrell, of Gosport, England who were inspired to hold a bake sale to benefit a local cancer charity after reading Alex and the Amazing Lemonade Stand. Inspiration at its finest!

Sila Heating & Air Conditioning for constructing and donating a collapsible lemonade stand for us! We take it on the road with us wherever we go!

NEW ALSF GEAR
Hoodies, umbrellas and more!
Visit our online gift shop AlexsLemonade.org/gift-shop, to outfit yourself and your stand.

TICKETS ON SALE FOR FOODIE FUN

Tickets are now available for our upcoming culinary special events on both the left and the right coast! On June 12, the Vetri Foundation for Children hosts The Great Chefs Event in Philadelphia featuring top chefs cooking up their signature fare to make a difference in the lives of children. PST instead of EST! Tickets are also now available for L.A. Loves Alex’s Lemonade being held on Sept. 30 on the lawn of the historic Culver Studios Mansion. We’ll be back in NYC again this fall for Lemon: NYC, a unique event hosted by Jonathan Waxman, sign up on our website to be notified when a date is confirmed and tickets are available. Visit the Special Events section at AlexsLemonade.org for more information on any of our events!

SPONSOR SPOTLIGHT

We can always count on our loyal sponsors to get into the spirit of National Lemonade Days and the summer lemonade season! A few fun fundraisers are below, but be sure to check out our website for a full list of our sponsors’ events.

Applebee’s & The Corner Bakery Cafe
The Rose Group and Apple American Group will once again run several promotions to support ALSF this summer. Donate $5 and get $5 off a future carside or “to go” order and be entered into a drawing to win free Applebee’s for a year! Also, participating restaurants will donate 25 cents from each lemonade sold during their campaign.

ElyseRyan
Tune into QVC during the month of June to purchase items from the “Alex’s Lemonade” jewelry line, 10% of all sales benefit ALSF!

Rita’s
For the month of June, Rita’s will invite guests to help put a squeeze on childhood cancer at their 550+ locations by purchasing a paper lemon through a $1 donation. Guests will have the opportunity to personalize the lemons, which will then be proudly displayed as a part of the store’s “Wall of Hope.”

Volvo
Volvo Cars of North America has once again presented ALSF with the opportunity to raffle off a brand new Volvo XC60! Tickets are $25 each or a book of 10 for $200. The winning ticket will be drawn at Alex’s “Original” Lemonade Stand being held on Saturday, June 9, 2012. The winner need not be present to win. To purchase raffle tickets, call our office at (866) 333-1213.

Need Mother’s Day or Father’s Day gift ideas? Consider purchasing a sponsorship in Mom or Dad’s name for Alex’s “Original” Lemonade Stand. For just $100, your family’s name will be included in the Garden of Wishes making a lasting and meaningful impact. Contact Sheryl at Sheryl@AlexsLemonade.org for more information. Plan on sending flowers? Teleflora will donate 10% of the revenue from the purchase of Sunny Day Pitcher bouquets through teleflora.com to ALSF. Spread joy and help kids with cancer!

DONATE TODAY, HOLD A STAND, OR VISIT OUR GIFT SHOP!

www.alexslemonade.org